



Beatrice Foods Co.  
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**Tuesday, November 8th, 2016**

## **Beatrice Gourmet Popped Corn Available through Beatrice Direct Consumer Web Site**

PHOENIX -- Beatrice Foods Co. has announced today that, due to popular demand of our delicious Beatrice Gourmet Popped Corn, we will start to sell directly to consumers through our upcoming revamped Beatrice Direct web site, and through local Phoenix Metro farmers markets.

"We have taken the needed initiative to get our popular Gourmet Popped Corn product to directly consumers since, we have admittedly been having issues gaining access through local distribution" DeWitt Hoopes President of Beatrice Foods Co. said. Mr. Hoopes went on to say that, "Though we only just relaunched the product after many years of hiatus, and a re-branding, the response to our product has been extremely positive. I have personally tried to approach the main players in the marketplace for our product; AJ's Fine Foods (Basha's, Inc.), Sprouts Farmers Markets, and Whole Foods, in the hope of allowing our customers a wider variety of stores to choose from. Most stores are unwilling to take the chance on a new snack item at this moment in time, which in my opinion is their loss."

Beatrice Gourmet Popped Corn has had positive reviews from our international clients, and this will be an area of potential expansion away from the already cluttered U.S. markets. To currently buy Beatrice Gourmet Popped Corn from us, go to our retail web site; [www.beatricedirect.com](http://www.beatricedirect.com) For wholesale inquiries, contact Beatrice through our business office at 602-225-2000

Beatrice Gourmet Popped corn comes in the following flavours:

- Caramel Corn
- Apple Fresh Cinnamon Corn
- Chocolate Corn
- Cheese Corn

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**About Beatrice Foods**

Beatrice Foods Company ([www.beatriceco.com](http://www.beatriceco.com)) manufactures Beatrice Gourmet Popped Corn and Tarasov Herbal Dressing & Sauce. Beatrice Foods Co. is renowned for our unique and high quality food products.